PORTRAIT OF AN AMERICAN CITY
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CLEVELAND, OHIO
(INSERTS IN TAPE LIBRARY)

VOICE: THERE WAS A TIME, NOT TOO LONG AGO, WHEN A VERY SOPHISTICATED AMERICAN MAGAZINE PUBLISHED AN ADVERTISEMENT STATING, "IF YOU DO NOT READ US, YOU MIGHT AS WELL LIVE IN CLEVELAND." IMPLYING, APPARENTLY, THAT NO ONE SOPHISTICATED ENOUGH TO READ THEIR MAGAZINE WOULD EVER CONSIDER LIVING IN THAT CITY. FOR MANY YEARS, CERTAINLY MORE YEARS THAN THE RESIDENTS OF CLEVELAND, OHIO WOULD CARE TO REMEMBER, THEIR CITY HAS BEEN THE FAVORITE TARGET OF EVERY WOULD BE COMEDIAN AND SATIRIST. BUT CLEVELAND, OHIO DESERVES BETTER THAN BEING THE SUBJECT OF AN ADVERTISING SNEER OR THE TOPIC OF NIGHTCLUB HUMOR. ITS PEOPLE ARE GOOD, HONEST FOLK. THEIR CITY IS NOT SOME ARID CULTURAL WASTELAND, BUT IS HOME TO A VIBRANT AND DYNAMIC CULTURAL LIFE UNSURPASSED IN MANY LARGER CITIES. AMONG OTHER ASSETS, THE CITY HAS ONE OF THE WORLD'S FINEST MUSEUMS, THE CLEVELAND ART MUSEUM, AND ONE OF THE WORLD'S MOST CELEBRATED MUSICAL ORGAINZATION, THE CLEVELAND ORCHESTRA.

TAPE: CUT ONE - MUSIC, IN FULL, FADE UNDER AND OUT (ROSSINI)
RUNS :20

VOICE: THE CLEVELAND ORCHESTRA UNDER GEORGE SZELL HAS PLEASED COUNTLESS THOUSANDS BOTH IN THIS COUNTRY AND AROUND THE WORLD ON ITS FREQUENT TOURS. ACCORDING TO ONE OPINION:

TAPE: CUT TWO -- BATDORF

"IT HAS A MAGNIFICENT REPUTATION, AND IT IS WELL FOUNDED. I HAVE FOUND THAT WHEN YOU ARE OVERSEAS AND YOU MENTION WHERE YOU ARE FROM, THEY MIGHT NOT KNOW ANYTHING ELSE, BUT IN EUROPE THEY WILL AT LEAST KNOW ABOUT THE CLEVELAND ORCHESTRA."

VOICE: THAT IS EMERSON BATDORF, ART CRITIC FOR THE CLEVELAND PLAIN DEALER, ONE OF THE CITY'S TWO MAJOR DAILY NEWSPAPERS. FOR HIM, THE BEAUTIFUL - AND VERY SOPHISTICATED- MUSIC PERFORMED BY THE ORCHESTRA AT SEVERANCE HALL IS MATCHED ONLY BY THE BEAUTY AT THE CLEVELAND MUSEUM OF ART.

TAPE: CUT THREE -- BATDORF

"IN ITS APPROACH AND THE WAY IT PRESENTS MATTERS, IT IS PERFECTLY SPLENDID. AND IT DOES SO IN AN UNDERSTATED WAY. IT IS NOT FUNDED BY ANY STATE OR CITY ORGANIZATION. THIS IS ITS OWN MUSEUM AND CHARGES NO ADMISSION. I THINK IT IS ONE OF THE TWO OR THREE IN THE UNITED STATES THAT CHARGES NO ADMISSION. AND IT HAS A MAGNIFICENT IDEA OF HOW TO DISPLAY CERTAIN MATTERS, IN FACT ALL MATTERS. AND IT ALSO HAS A BROADNESS OF SCOPE THAT IS REMARKABLE."

VOICE: ACCORDING TO MANY ART CRITICS, THE CLEVELAND MUSEUM OF ART IS THE FINEST, IF NOT THE GRANDEST MUSEUM IN THE UNITED STATES. BESIDES HAVING THE LARGEST EDUCATION STAFF OF ANY AMERICAN MUSEUM, IT INCLUDES IN ITS GALLERIES MANY FINE EXAMPLES OF BAROQUE AND DUTCH PAINTINGS, AS WELL AS WHAT MANY CONSIDER THE BEST ORIENTAL COLLECTION IN THE WORLD. BOTH THE MUSEUM AND THE ORCHESTRA ARE LOCATED AT UNIVERSITY CIRCLE, A TWO-HUNDRED HECTARE COMPLEX DEDICATED TO ART, MEDICINE, RESEARCH AND RELIGIOUS FACILITIES.

TAPE: CUT FOUR, MUSIC, IN FULL (DVORAK) :20

VOICE: CLEVELAND, WHICH NOW RANKS ABOUT EIGHTEENTH IN SIZE OF AMERICAN CITIES, IS RELATIVELY YOUNG WITH A HISTORY THAT GOES BACK TO THE SEVENTEEN NINETIES. A GROUP OF NEW ENGLAND BUSINESSMEN, ANXIOUS TO FIND A TRADING SITE CONVENIENT TO TRAFFIC ON THE GREAT LAKES AND THE INLAND WATERWAYS FOUND EXACTLY WHAT THEY WERE LOOKING FOR WHERE THE CUYAHOGA RIVER EMPTIES INTO THE SOUTHERN END OF LAKE ERIE. FOR

OICE: A MILLION DOLLARS THEY BOUGHT NEARLY ONE AND A HALF MILLION
ON'T) HECTARES IN THE OHIO WILDERNESS, AND THEN SENT THE COMPANY'S SURVEYOR TO LAY OUT A TOWN. THAT SURVEYOR WAS GENERAL MOSES CLEAVELAND (CORRECT SPELLING), WHO LEFT HIS NAME AS A LEGACY TO THE NEW TOWN OF BROAD STREETS.

CLEVELAND DURING ITS FIRST THIRTY YEARS WAS A SLEEPY FRONTIER VILLAGE. ALL THAT CHANGED, HOWEVER, IN EIGHTEEN THIRTY TWO WITH THE OPENING OF A CANAL CONNECTING THE TOWN TO THE OHIO RIVER. SOON, CLEVELAND GREW TO BE A MAJOR MANUFACTURING AND TRADE CENTER FOR NORTHERN OHIO. THEN DURING THE EIGHTEEN SIXTIES AT THE TIME OF THE AMERICAN CIVIL WAR, THE EVER-GROWING FACTORIES OF CLEVELAND SUPPLIED THE NORTH WITH RAILROAD EQUIPMENT, FARM IMPLEMENTS, SHIPS, STOVES AND HARDWARE. CLEVELAND WAS HOME TO JOHN D. ROCKEFELLER WHO BECAME AT AGE TWENTY EIGHT A MILLIONAIRE AS HEAD OF THE VAST STANDARD OIL COMPANY. LATER, AROUND THE TURN OF THE CENTURY, CLEVELAND BECAME EVEN MORE FAMOUS FOR MANUFACTURING PRECISION EQUIPMENT...THE MACHINE TOOLS, ELECTRICAL CONTROL DEVICES AND ALL THE THOUSANDS OF GOODS USED IN INDUSTRY.

THE CITY IS AT THE CENTER OF AMERICA'S INDUSTIRAL HEART. MORE THAN HALF THE ENTIRE U.S. POPULATION, AND MORE THAN FIFTY PERCENT OF THE COUNTRY'S MANUFACTURING PLANTS AND CORPORATE HEADQUARTERS ARE WITHIN EIGHT HUNDRED KILOMETERS OF THE CITY. WITH ITS LOCATION, CLEVELAND IS AT AN ECONOMIC CROSSROAD. FROM LAKE ERIE ALMOST ANY DAY, THE GIANT IRON-ORE CARRIERS HEAD IN TOWARD THE HARBOR WITH THEIR

VOICE: (CON'T) LOAD OF IRON ORE FROM THE DISTANT RANGES IN MINNESOTA ON THE SHORES OF LAKE SUPERIOR. FROM PENNSYLVANIA, WEST VIRGINIA AND SOUTHERN OHIO COME TRAINLOADS OF COAL TO FEED THE BLAST FURNACES. AND FROM THE CITY, ABOARD TRAINS, TRUCKS, AIRPLANES AND SHIPS GO THE THOUSANDS OF PRODUCTS OF CLEVELAND.

ALTHOUGH AN INLAND CITY, CLEVELAND, NEVERTHELESS, IS ONE OF THE COUNTRY'S BUSIEST OCEAN PORTS. WITH THE HELP OF THE ST. LAWRENCE SEAWAY, THE PORT OF CLEVELAND WITH ITS SEVEN AND A HALF KILOMETERS OF DOCKS ATTRACTS SHIPS FROM AROUND THE WORLD. ACCORDING TO LOTHAR KOEBERER OF CLEVELAND'S WORLD TRADE ASSOCIATION:

TAPE: CUT FIVE -- KOEBERER

"EVEN AS AN INLAND PORT, WE HAVE THE ST. LAWRENCE SEAWAY AND WITH THAT WE ARE CONNECTED TO THE REST OF THE WORLD. IF YOU LOOK AT THE MAP, THE CREST (SHAPE) OF THE WORLD PROVES THAT WE ARE THREE HUNDRED KILOMETERS CLOSER TO ANY EUROPEAN PORT THAN NEW YORK IS. THERE ARE MANY OTHER REASONS WHY CLEVELAND HAS BECOME A WORLD TRADE CENTER. MOST IMPORTANT IS ITS ENORMOUS HINTERLAND (AREA SURROUNDING THE METROPOLITIAN AREA); ITS INDUSTRY AND ITS PEOPLE."

VOICE: FOR ANY CITY, THE PEOPLE ARE ITS MEASURE OF GREATNESS. DICK MULLEN OF THE EATON CORPORATION, A MAJOR MANUFACTURER OF PARTS FOR TRUCKS AND AUTOMOBILES, EXPLAINS:

TAPE: CUT SIX -- MULLEN

"ONE OF THE TRUE ADVANTAGES CLEVELAND HAS IS A READY SUPPLY OF SKILLED LABOR, AND WE HAVE UTILIZED OFTEN THAT SKILLED LABOR EVEN IN OTHER PARTS OF THE UNITED STATES AS WE HAVE BRANCHED OUT INTO NEWER MANUFACTURING FACILITIES AROUND THE UNITED STATES."

VOICE: CLEVELAND SOON REALIZED THE IMPORTANCE OF ITS WORKERS AND HOW VITAL THEY ARE TO THE CONTINUED WELL BEING OF THE CITY. LOTHAR KOEBERER OF THE TRADE ASSOCIATION EXPLAINS HOW THE CITY BECAME INVOLVED IN TRAINING NEW WORKERS:

TAPE: CUT SEVEN -- KOEBERER

"AFTER THE SECOND WORLD WAR, WE DEVELOPED A GREAT POOL OF SKILLED LABOR AND THEY WERE ALL IN THEIR TWENTIES AND THIRTIES. BUT NOW, AFTER THIRTY OR MORE YEARS, WE KNOW THAT WE HAD TO DO SOMETHING TO REPLENISH (THE LABOR POOL), SO WE WERE STARTING EARLY IN CLEVELAND WITH ORGANIZATIONS TO TAKE CARE OF THIS. AND WE HAVE A WELL WORKING PROGRAM THAT IS RUN UNDER THE CLEVELAND METROPOLITAIN JOBS COUNCIL, AND WITH THAT WE TRAIN SKILLED PEOPLE IN ANY AREA, WHETHER IT WILL BE FOR TRADE OR EVEN ADMINISTRATION. WE CAN SAY THAT WE HAVE A UNIQUE PROGRAM THAT IS, I WOULD NOT SAY COPIED, BUT FASHIONED IN OTHER CITIES AFTER OURS."

VOICE: CLEVELAND IS A CULTURALLY DIVERSE CITY AND ONE THAT HAS BLENDED TOGETHER PEOPLE FROM ALL OVER. ACCORDING TO EMERSON BATDORF OF THE CLEVELAND PLAIN DEALER:

TAPE: CUT EIGHT -- BATDORF

"YOU FIND A MIX OF ALL CULTURES OF EUROPE, AND NOW WITH THE BLOOMING BLACK CONSCIOUSNESS YOU FIND MINGLED IN THAT THE CULTURES OF AFRICA. YOU HAVE ALSO THE SLAVS, THE CROATS AND THE SLOVENIANS. I THINK IF YOU LISTENED TO CLEVELAND RADIO STATIONS YOU WOULD HEAR MORE EUROPEAN MUSIC THAN YOU WOULD IN EUROPE, BECAUSE IN EUROPE THAY GO FOR BLOOD, SWEAT AND TEARS, BUT OVER HERE YOU HAVE POLKAS."

VOICE: THERE IS A SPIRIT IN CLEVELAND THAT SAYS A MEDIUM SIZE CITY--POPULATION SOMEWHAT LESS THAN SEVEN HUNDRED FIFTY THOUSAND--CAN OVERCOME ITS PROBLEMS. SYMBOLIC OF A PROBLEM CLEVELAND IS WORKING TO SOLVE IS THE POLLUTED CUYAHOGA RIVER. ONE DAY A FEW YEARS AGO THE RIVER CAUGHT FIRE, WHICH ALMOST SEEMED THE RIVER'S WAY OF PAYING BACK THE CITY FOR ALL THE YEARS NOXIOUS AND VOLATILE CHEMICALS WERE DUMPED INTO ITS WATERS. SINCE THAT TIME THERE HAS BEEN GREAT CHANGE IN CLEVELAND.

VOICE: (CON'T) THE CUYAHOGA NO LONGER BURNS, INDEED FISH ARE RETURNING TO THE RIVER, AND EVEN POLLUTED LAKE ERIE IS RESPONDING TO THE ENVIRONMENTAL CARE AND ATTENTION OF THE PAST YEARS. THERE ARE STILL THE BLIGHTS OF URBAN DECAY IN THE CITY, BUT NEW MONEY IS BEING POURED INTO THE DOWNTOWN TO REVITALIZE THE OLD BRICK BUILDINGS OF THE WATERFRONT AND MAINTAIN THE SPLENDOR OF THEATERS ALONG PLAYHOUSE SQUARE. AND BOTH LONG-TIME RESIDENTS AND NEWCOMERS UNITE IN THEIR OPINION THAT CLEVELAND IS ONE OF THE COUNTRY'S MOST LIVABLE CITIES.

SOMEWHAT UNNOTICED AGAINST THE BACKGROUND OF TALL BUILDINGS AND STEEL MILLS IS THE CLEVELAND PARK SYSTEM, ACCLAIMED BY MANY AS ONE OF THE BEST IN THE NATION. COMPLETELY SURROUNDING THE LAND AREA OF THE CITY ARE NEARLY SEVEN THOUSAND HECTARES OF PARKS OFTEN REFERED TO AS THE EMERALD NECKLACE. THIS UNBROKEN CHAIN OF GRASSLAND, HILLS AND TREES WINDING OVER MORE THAN ONE HUNDRED KILOMETERS IS ONE OF THE LARGEST URBAN PARK SYSTEMS IN THE WORLD AND IS WHY CLEVELAND HAS BEEN CALLED THE FOREST CITY. PARKS DIRECTOR HAROLD SCHICK OBSERVES:

TAPE: 0

CUT NINE -- SCHICK

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"RECENTLY WE HAD A COUPLE COME TO CLEVELAND WHO WERE BOTH PROFESSIONAL PEOPLE AND THEY WERE ASKED WHY DID THEY COME HERE, AND THEY SAID, 'TWO REASONS, ONE WAS THE INTELLECTUAL ARTS CENTERS AND THE OTHER WAS THE OPEN SPACE,' MEANING THE METROPARKS SYSTEM. WE HAVE LARGE AREAS WHERE THEY CAN VISIT ANYTIME THEY WISH, OR JOG, OR BIKE, OR HIKE OR WHATEVER THEY WISH TO DO." /

OICE: CLEVLAND IS A CITY THAT HAS OFTEN BEEN IGNORED. COMPARED WITH SUCH AMERICAN CITIES AS BOSTON, CHICAGO, OR PHOENIX, ARIZONA, FOR EXAMPLE, CLEVELAND DOES NOT SEEM TO HAVE THE SAME DASH AND GLAMOUR. IT HAS SOMETHING ELSE, HOWEVER, WHICH CAN BE JUST AS IMPORTANT; SOMETHING THAT GOES TO THE HEART OF ITS PEOPLE. IT IS CALLED ADAPTABILITY- BEING ABLE TO ADJUST TO NEW AND CHANGING CONDITIONS. DICK MULLEN OF THE EATON CORPORATION EXPLAINS:

TAPE: CUT TEN -- MULLEN

"IT WAS A PLACE WHERE THE PETROLEUM INDUSTRY FOUND ITS BEGINNINGS WITH THE ROCKEFELLER FAMILY. IT IS A CITY WHERE MINING, PRIMARILY IRON ORE MINING, HAD ITS BEGINNINGS. IT IS A LARGE PART OF AUTOMOBILE MANUFACTURING. AND WE HAVE GONE THROUGH VARIOUS STAGES OF ECONOMIC DEPENDENCY: UPON PETROLEUM; UPON MINING; UPON THE AUTOMOBILE INDUSTRY. THE CITY HAS SURVIVED AND PROSPERED IN THE CHANGING EMPHASIS ON THESE VARYING INDUSTRIES. AND IT HAS BECOME A STRONG CITY IN THE PROCESS, SEEING CONSUMER DEMAND CHANGE, SEEING SOCIOLOGICAL CHANGE, OF ADJUSTING TO AN ENVIRONMENT. I WOULD SAY CLEVELAND IS A VERY ADJUSTABLE CITY."

VOICE: YOU HAVE BEEN LISTENING TO A VOICE OF AMERICA PORTRAIT OF CLEVELAND, OHIO. YOUR NARRATOR WAS _____, AND THIS IS _____.

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